



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ken KUTARAGI  
Shinichi OKAMOTO  
Keiso SHIMAKAWA  
Makoto KUBO  
Yutaka KAGIWADA

Serial No. : 09/780,995

Filed : February 9, 2001

Title **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS  
ADVERTISING SERVER, AND PROGRAM-  
TRANSFERRING MEDIUM FOR REALIZING IN-  
CONTENTS ADVERTISING**

Examiner John L. Young

Art Unit 3622

**RECEIVED**

JUL 13 2004

**GROUP 3600**

July 1, 2004

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE**

SIR:

Applicant hereby petitions for a two-month extension, a petition pursuant to 37 C.F.R.

§1.136(a) and authorization to charge the requisite fee being enclosed.

In response to the final Office Action dated February 23, 2004, please amend the subject  
application as follows:

Any fee due with this paper may be  
Charged to Deposit Account No. 50-1290

Filed by Express Mail  
Receipt No. 6298018776545  
on Jul-01-04  
pursuant to 37 C.F.R. 1.107  
By Patricia Muir  
Patricia Muir